

Rajiv Gandhi University of Health Sciences, Karnataka

IV Semester Bachelors in Hospital Administration Degree Examination - 07-Jun-2024

Time: Three Hours

Max. Marks: 80 Marks

STRATEGIC MANAGEMENT - (RS)

Q.P. CODE: 3243

Your answers should be specific to the questions asked
Draw neat, labeled diagrams wherever necessary

LONG ESSAYS (Answer any Two)

2 x 10 = 20 Marks

1. Explain SWOT analysis.
2. Enumerate different levels of strategy.
3. Discuss the types of techniques of strategic control.

SHORT ESSAYS (Answer any Eight)

8 x 5 = 40 Marks

4. Explain business ethics.
5. Write a note on decentralization.
6. Explain the role of strategist in strategic decision-making.
7. Enumerate expansion strategy. When is this strategy adopted?
8. Explain social audit and social responsibilities.
9. Discuss financial and marketing dimensions of functional plans and policies.
10. Write a note on features of business policy.
11. Discuss the steps of strategies planning.
12. Write a note on behavioural and leadership implementation.
13. Discuss about types of environment.

SHORT ANSWERS (Answer any ten)

10 x 2 = 20 Marks

14. What is meant by activating strategy?
15. What is mission?
16. What is budget?
17. Define project.
18. What is cost leadership?
19. Mention the levels of strategy.
20. What is micro environment?
21. What is forward integration?
22. Advantages of retrenchment strategy.
23. What is premise control?
24. What is benchmarking?
25. What are the elements of operational control?
